

WHAT IS CLAIMED IS:

1. A digital audio broadcasting receiver comprising:
a receiving circuit for receiving multiplexed signals
for a plurality of programs;

a separator circuit for separating the plurality of
multiplexed program data from the signals received by the
receiving circuit;

a program data storage circuit for storing
predetermined program data from among the plurality of
program data separated by the separator circuit;

a switching circuit for switching between the stored
program data to be output from the program data storage
circuit and the other program data which is not stored;

a decoder circuit for decoding the program data output
by the switching circuit;

a D/A converter circuit for converting the data output
from the decoder circuit into analog audio signals;

amplifying/playing means for amplifying and playing the
analog audio signals output from the D/A converter circuit;
and

a control circuit for controlling the individual
circuits and the amplifying/playing means.

2. A digital audio broadcasting receiver according to

Claim 1, wherein, when the digital audio broadcasting receiver stops receiving signals, the stored program data is selected, and sound is played.

3. A digital audio broadcasting receiver according to Claim 1, wherein, at predetermined time, the stored program data is selected, and sound is played.

4. A digital audio broadcasting receiver according to Claim 1, wherein, when the digital audio broadcasting receiver is turned ON, the stored program data is selected, and sound is played.

5. A broadcasting method for digital audio broadcasting, comprising the step of multiplexing at least one main program and at least one sub program,

wherein the sub program comprises an information service program including a commercial message or news.

6. A broadcasting method for digital audio broadcasting for multiplexing digital audio data for a plurality of channels, comprising the step of broadcasting commercial digital audio data repetitively using at least one channel from among the plurality of channels.

7. A digital audio broadcasting receiver for receiving digital audio broadcasting implemented by multiplexing program digital audio data and commercial digital audio data, comprising:

a decoder circuit for decoding and outputting the program digital audio data and the commercial digital audio data;

a memory circuit for storing the commercial digital audio data output from the decoder circuit;

a switching circuit for selectively extracting the program digital audio data output from the decoder circuit and the commercial digital audio data stored in the memory circuit; and

a detecting circuit for detecting a state in which a reception state of the program digital audio data deteriorates and the program digital audio data becomes unsuitable for playing;

wherein, when the reception state of the program digital audio data is satisfactory, the switching circuit extracts the program digital audio data output from the decoder circuit; and

when the reception state of the program digital audio data deteriorates, the switching circuit is controlled by the detection output of the detecting circuit to extract the commercial digital audio data stored in the memory circuit.